



The Rural Marketing Cooperative Program Fiscal Year 2018

Guidelines and Instructions

Due Date: Applications must be received at the AOT office no later than

5:00 p.m. Friday, June 30, 2017

OFFICE LOCATION:

Arizona Office of Tourism
118 N. 7th Ave., Suite 400
Phoenix, AZ 85007

AGENCY CONTACTS:

Jamie Daer – Director of Advertising
P - 602-364-3783
E - jdaer@tourism.az.gov

Loretta Belonio – Community Marketing Manager
P - 602-364-3725
F - 602-364-3701
E - lbeldonio@tourism.az.gov

TABLE OF CONTENTS

Program Purpose.....	1
Program Description	2
Subsidized Rate	3
Program Eligibility	4
Media Plan.....	5
Application Instructions.....	6
Ad Placement Requirements.....	8
Project Effectiveness.....	8
Attachments:	
A – The Rural Marketing Cooperative FY 2018 Application	
Section A - Applicant Administrative Information	
Section B - FY 2018 Affidavit in Support of Application	

ARIZONA OFFICE OF TOURISM
The Rural Marketing
Cooperative FY 2018

1. Purpose

The Rural Marketing Cooperative is administered by the Arizona Office of Tourism (AOT) for the purpose of expanding travel and tourism related activities in communities throughout Arizona. It provides a means for eligible partners, (rural destination marketing organizations (DMOs), tribal entities, statewide tourism associations, and regional tourism partnerships), to participate in the following marketing opportunities:

- Packaged digital media buys out-of-home and online
- Shared opportunities in Arizona sections developed by AOT
- Individual ad placements in selected media
- AOT marketing opportunities include but are not limited to the following:
 - Arizona Official State Visitor's Guide (OSVG)
 - E-Newsletters
 - VisitArizona.com
 - Trade and media missions
 - Sponsorships
 - Intercept research studies
 - Ad/banner production
 - Added Value

AOT works with media representatives to negotiate rates, and eligible partners receive rates subsidized at fifty (50) percent of the negotiated rate.

The Rural Marketing Cooperative includes an AOT campaign, which in addition to partner ads, features AOT placements in the selected media. The campaign drives traffic to ExploreMoreAZ.com where the co-op partners are featured. AOT also features co-op partners throughout the campaign in advertorials.

AOT led trade and media missions provide co-op partners with public relations opportunities in domestic and international markets. Partners will receive fifty (50) percent off the registration cost, but will be solely responsible for all travel costs.

Visitor intercept studies are available to rural DMOs, tribal entities and regional tourism partnerships looking to gain a better understanding of their visitor. These yearlong studies will focus on surveying visitors in market and will provide insight into visitor demographics, interests, and spending.

The opportunities included in the Rural Marketing Cooperative allow partners to leverage their resources in partnership with AOT. As a result, partners can work with AOT's in-state, national and international marketing efforts to sustain Arizona's tourism industry.

2. Program Description

The Rural Marketing Cooperative offers a variety of strategic media and AOT partnership opportunities. Partners can participate at many different levels. The media plan combines print, outdoor and online placements, along with packaged co-op media placements. All of the media options align with the campaign's target markets.

Below is a brief description of each of the offerings included in the Rural Marketing Cooperative.

Packaged Digital Media - Partners can select from geo and behavioral targeted online media packages, using a variety of sites and networks to maximize effectiveness. Options include banner ads, content development and search marketing, and working with AOT to develop high-quality video that will be integrated into AOT's marketing campaigns (e.g. the National Campaign).

Shared Opportunities – Partners can buy into select publisher inserts and selections, which will have AOT branding, and include partners' ads and advertorial.

Individual Ad Buys - Partners can choose to place ads in pre-selected print and out-of-home media. Most of these placements will be stand-alone placements, however a few print publications may group the ads into a publisher designed Arizona section. Total Individual Ad Buys shall not exceed **\$15,000** half net rate.

Trade and Media Mission - Partners have the opportunity to join AOT's Trade and Media team at events in international markets.

Sponsorships – Partners can have the opportunity to buy into specific AOT sponsored events.

Research – Partners can choose tiered intercept studies to help them understand the demographics and economic impact of visitors to their region.

Ad/Banner Production – Partners can choose to work with a graphic designer to produce shelf print and banner ads.

Value Add – Partners can choose to work with AOT and Off Madison Avenue and take advantage of available opportunities on AOT owned media/marketing channels.

3. Subsidized Rates

AOT will subsidize rates at fifty (50) percent of total rate for qualified co-op partners.

3.1 Individual Ad Buys shall not exceed \$15,000 half net rate.

3.2 There is a \$50,000 cap* for Shared Opportunities, Packaged Digital Media, Trade and Media Missions, Sponsorships and Research Studies and each opportunity has limited participation.

***Subsidized rates for the Rural Marketing Cooperative are contingent upon AOT's FY 2018 budget.**

4. Program Eligibility

Rural destination marketing organizations (DMOs), tribal entities, statewide tourism associations and regional tourism partnerships meeting the criteria in this section are eligible. Please read the eligibility criteria thoroughly.

4.1 Applicants must meet the criteria of at least one of the following four categories in order to be eligible for subsidized rates:

- 4.1.1 An Arizona based rural Destination Marketing Organization (DMO). A DMO is defined as an incorporated not-for-profit organization or governmental unit that is responsible for the tourism promotion and marketing of a destination on a year round basis. Only one DMO can participate per city, town or region. Rural DMOs are defined as any DMO located outside Pima and Maricopa Counties or a DMO located in Ajo, Gila Bend, Why or Wickenburg.
- 4.1.2 A tribal entity that wishes to market existing tourism attractions and tourism facilities.
- 4.1.3 An Arizona based statewide tourism association that represents entities that rely on tourism-related business for a majority of their income.
- 4.1.4 An Arizona based regional partnership which consists of a minimum of three (3) DMOs that promote a minimum of three (3) communities as a single regional tourist destination; the number of rural or tribal DMO partners must be equal to or greater than the number of urban DMOs. For example, if a regional partnership consists of three (3) DMOs, two (2) must be rural or tribal. Only one regional partnership can participate per region. Regions are not limited to those marketing regions previously identified by AOT for promotional purposes. Each regional partner must be the designated DMO for its respective community. Regional partnerships must have a tourism website or microsite that promotes each regional partner in an equitable manner.

And

- 4.2 Applicants must be exempt from federal income tax under section 501(c)3 or 501(c)6 of the Internal Revenue Code. Applicants shall not use the 501(c)3 or 501(c)6 status of another organization. Tribes and municipalities are exempt from the 501(c)3 or 501(c)6 status requirement as they are government.

And

- 4.3 Applicants must have a tourism website to use as the call to action and a fulfillment piece.

DMOs that do not qualify for this program are still eligible to participate with AOT on co-op marketing opportunities. Please contact Loretta Belonio at lbelonio@tourism.az.gov or 602-364-3725 for more information.

5. Media Plan

AOT has developed a comprehensive media plan backed by AOT research and partner insight. The media placements are geo-targeted to the markets listed below. Refer to Attachment A, Section B, and Attachment C for a list of selected media pricing and profiles.

The Rural Marketing Cooperative is a rural Arizona focused co-op program that utilizes a media plan designed to attract visitors from major metropolitan areas in Arizona and surrounding states. The fiscal year 2018 program will run from September 1, 2017 – August 31, 2018, and features a media plan focused on attracting the following target markets:

Target Markets

- Long-haul: Chicago, San Francisco, Seattle and Western Canada
- Drive: Las Vegas, Los Angeles, San Diego

Primary Audience: Baby Boomers

- Age: 45-64
- HHI: \$50,000+, emphasis on \$75,000+
- With, and without children in the house

AOT will place ads in Shared Opportunities along with partners and participate in packaged digital media options. AOT will also conduct a seasonal campaign, to support the co-op partners and drive visitation throughout Arizona. AOT ad placements will direct visitors to ExploreMoreAZ.com. The landing page will feature partners and give visitors the opportunity to click through to the partners' sites.

6. Application Instructions

Each entity may submit a maximum of two applications. If an entity submits two applications, one must be a regional partnership.

The application must include all information outlined in Sections A, B and C below.

- 6.1 Section A: Applicant Administrative Information - the following information must be included in the Rural Marketing Cooperative application.
 - 6.1.1 Entity Name: The name of the applicant must be the same as it appears on the incorporation, federal tax exemption or the state charter.
 - 6.1.2 Physical Address: Provide a street address (no P.O. Boxes) for deliveries.
 - 6.1.3 Mailing Address: Provide a mailing address that can be used by AOT for routine correspondence.
 - 6.1.4 County: Identify the county in which the applying organization is located. In the case of regional applications, list all counties included under the application.
 - 6.1.5 Project Coordinator's Name and Title: The person responsible for administering the project and the day-to-day contact for AOT. This individual is also responsible for submitting all necessary documentation throughout the year-long effort of this project and must be familiar with the specifics of the Rural Marketing Cooperative, as well as the application submitted. Provide the Project Coordinator's telephone number, fax number, and e-mail address.
 - 6.1.6 Provide the tourism website that will be promoted in advertisements. Regional partnerships must have a website that promotes the region and each partner in an equitable manner.
 - 6.1.7 The fulfillment piece is the tourism brochure or visitor guide that will be mailed to people that inquire about the destination. Regional partnerships must have a fulfillment piece that promotes the region and each partner in an equitable manner.
 - 6.1.8 Refer to Section 4.1.4 for information on Regional Partnerships. List all Regional Partners in the designated box.
 - 6.1.9 Signatures: The signatures on the application certify that the information on the form is correct to the best of the signatories' knowledge, and authorizes the participation in the Rural Marketing Cooperative for FY 2018. Applications must bear the signatures of the Project Coordinator and the Administrative Official (the person authorized to commit the applicant to funding requested co-op opportunities). Both signatures are required to process the application. In some cases the Project Coordinator and the Administrative Official will be the same person.

6.2 Section B: The Rural Marketing Cooperative Opportunity Selection Sheet

The Rural Marketing Cooperative allows partners to leverage their resources in partnership with AOT; and for eligible partners to receive subsidized rates of fifty (50) percent for all pre-selected marketing opportunities listed on the Rural Marketing Cooperative Opportunity Selection Sheet (separate Excel spreadsheet).

The following outlines the process for making the Rural Marketing Cooperative selections:

- 6.2.1 Download the Excel version off the Opportunity Selection Sheet at <https://tourism.az.gov/marketing-programs/partnership-opportunities> and save the file to your computer.
- 6.2.2 When opening the file, you will need to ensure to “**Enable Macros.**”
- 6.2.3 The Opportunity Selection Sheet will have eight (8) tabs down at the bottom. The first being an overview of all your selection costs and the rest are the available selections.
- 6.2.4 Fill out the “Opportunity Selection Box” of the opportunities you wish to participate in. Partners shall select only one level of participation per opportunity; for example, if you choose *Sunset* magazine for March 2018, only one ad size can be selected.

Opportunity Selection Box:	Placement	Level (drop-down menu)	# of Months (drop-down menu)	Which Months	Half Net Rate (drop-down menu)	Total Partner Cost
	AZDailyStar					\$0.00

- 6.2.5 You will want to make sure to fill in all of the grey boxes within the “Opportunity Selection Box.” A drop-down menu is available for almost all options, except for “Which Months,” in which you will need to manually type in the months you would like to advertise, if that field is applicable.
- 6.2.6 Once the “Opportunity Selection Box” has been completed properly, the total partner cost will appear in the right hand column and will also be added to your media spend total on the “Full Cost Overview” tab.
- 6.2.7 Please ensure to review all minimum requirements per advertising opportunity called out in red. If minimums are not met, we will notify you with additional options.
- 6.2.8 Depending on the version of Excel you are using, you may need to save your file differently. If needed, you can go to File —> Save As —> Format —> Select: Excel Macro-Enabled Workbook or .xlsm to save your selections before returning the file to AOT
- 6.2.9 **Save the file after filling in all your selections, and email it along with the Application form and Affidavit(s) to jdaer@tourism.az.gov.**

- 6.2.10 Selections will be awarded by AOT based on the availability of funds and availability of each opportunity. **All applicants may not receive every marketing opportunity requested.**

6.2.10.1 Select ad opportunities are limited due to space. If space limitations are exceeded, partners will be selected by lottery.

6.2.10.2 Sales and media missions have limited space. Applicants must demonstrate their commitment to participate by identifying the attendee, reserving the dates, and budgeting for travel and related costs. If space limitations are exceeded, partners will be selected by lottery.

6.2.10.3 Visitor intercept study participation is limited. The study requires a year-long commitment. Prior to starting the study, the community will meet with AOT and the study vendor to finalize the terms of the study and sign the contract. Prior to signing the contract, the community, AOT or the study vendor have the opportunity to cancel the study.

Note: Publication costs identified on the Rural Marketing Cooperative Program Opportunity Selection Sheet are listed as net rates for all media placements. Partners will be **billed directly by the publisher** at half the net insertion cost.

Due to the specific nature of the Rural Marketing Cooperative, once opportunities are approved no changes or cancellations are allowed unless a publication or marketing opportunity is cancelled.


6.3 Section C: Supporting Documentation

- 6.3.1 Signed FY 2018 Affidavit in Support of Application must be included (Attachment B). Applications submitted as a regional partnership must include a separate signed affidavit from each regional partner.
- 6.3.2 Fulfillment piece that will be used for the destination in FY 2018. A fulfillment piece must be provided upon request.

Fillable application forms are available on-line at <https://tourism.az.gov/marketing-programs/partnership-opportunities>. **The application forms must be completed and signed, and received by AOT via email at jdaer@tourism.az.gov, no later than Friday, June 30, 2017 at 5:00 p.m.** Please contact Jamie Daer if you have any questions or concerns about the application process.

Late applications will not be accepted. Incomplete applications will be ineligible.

7. Ad Placement Requirements

- 7.1 All ads must be received by AOT prior to the material deadline identified in the Rural Marketing Cooperative Opportunity Profiles. E-mail the ad to Jamie Daer, Director of Advertising at jdaer@tourism.az.gov. AOT approval for all ad creative is mandatory and may take up to five (5) business days from the date of receipt.
- 7.2 Partner ads must include their logo, AOT consumer  and website on all print and digital placements unless the size of the digital placement (small banners/mobile banners) will not support two logos.
- 7.3 If an ad is placed without prior written AOT approval, AOT will not be responsible to pay any portion of the ad cost. The full advertisement cost will be the responsibility of the Rural Marketing Cooperative participant.
- 7.4 Inclusion of the AOT brand mark and website link is required on all partner websites. Please see 7.2 for AOT brand mark and website information.

8. Project Effectiveness

During FY 2018, AOT shall require each participant of the Rural Marketing Cooperative to assess the project's effectiveness by completing a mid-year progress report in January 2018, and a final report in September 2018. This information will be used to compile pertinent data regarding the effectiveness of each media buy and the program as a whole. The reports will be collected through an online survey. The following information is required:

- Corresponding metrics including but not limited to: unique visits to the website, requests for information, and visitation (lodging, visitor center, attractions, and/or events).

The final report will also include questions assessing the satisfaction and effectiveness of the program.

ATTACHMENTS



The Rural Marketing Cooperative FY 2018 Application

- A complete and signed application must be emailed to, and received by, AOT no later than **5:00 p.m. Friday, June 30, 2017**.
- Incomplete and/or faxed applications will not be accepted.

Section A: Applicant Administrative Information

1. Entity Name: _____
Doing Business As (if different from above) _____
2. Physical Address: Street: _____ City: _____ State: AZ Zip Code: _____
3. Mailing Address (if different): PO Box: _____ City: _____ State: AZ Zip Code: _____
4. County (list all represented if regional applicant): _____
5. Project Coordinator's Name and Title: _____
Telephone Number: _____ Fax Number: _____ E-mail: _____
6. Destination Website: _____
7. The applicant has a current fulfillment piece for the destination. ☐ Yes
8. Is this application being submitted for a regional partnership? ☐ Yes ☐ No

If Yes, list all partners contributing to the regional Rural Marketing Cooperative effort starting with the lead applying entity.
Note: A regional partnership must be comprised of at least three (3) DMOs and **each entity must sign and attach an affidavit in support of application, (Attachment B)**.

List Regional Partners:

9. Two signatures are required in order to process this application.

Signature _____ Date: _____
(Project Coordinator)
Printed Name: _____ Title: _____ Organization: _____

Signature _____ Date: _____
(Administrative Official)
Printed Name: _____ Title: _____ Organization: _____



The Rural Marketing Cooperative FY 2018 Affidavit in Support of Application

I am submitting this completed affidavit at the request of The Arizona Office of Tourism for the purpose of making an application for a public benefit or privilege. I hereby certify that I am a duly authorized representative of the organization identified below with the principal address as follows:

Organization: _____

Physical Address: _____

Amount contributing to the Rural Marketing Cooperative: \$ _____

Source of funding: _____

REGIONAL PARTNERSHIPS MUST SUBMIT A SEPARATE, SIGNED AFFIDAVIT FOR EACH REGIONAL PARTNER

I further certify that the above referenced organization is one of the types of organizations listed below: (Please check the appropriate box)

- ☐ An organization recognized as the official destination marketing organization by a city or town.
- ☐ A Tribal entity promoting tourism.
- ☐ An Arizona based statewide tourism association.

I recognize that pursuant to Arizona Law, perjury constitutes a class 4 felony under A.R.S. Sec 13-2702 and a false swearing constitutes a class 6 felony pursuant to A.R.S. Sec 13-2703.

(Signature of Administrative Official)

(Printed Name)

Title: _____

